

Yogurt based food: 'Soy yogurt drink with kiwi Flavour'



Unit V: Product Launch and Evaluation

Group B

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Executive Summary

Aim of this task was to present final product proposal. To accomplish this, the final marketing plan was developed and product strategy. The product test launch was organised as well. The 'Soy yogurt drink with kiwi flavour' ('Kiwyo') was presented along with posters where it was explained the marketing strategy, labelling and advertising of 'Kiwyo'. Eventually, the product was evaluated by conducting survey to determine customer reaction to all aspects of the products such as price, packaging etc.

In unit IV the product was optimised and it was considered as the final product. Furthermore, a commercial test was conducted to compare 'Kiwyo' product with existing brands products. Results were statistically analysed and showed that 'Kiwyo' was preferred over commercial ones. Primary, secondary and tertiary packaging was proposed for 'Kiwyo' product with respect to shelf life. Legislation was studied in more detail. There was proposal of Good manufacturing practices, Good hygienic practices and quality control as well. We conducted HACCP analysis of production process. Eventually, the intrinsic and extrinsic factors affecting shelf life were studied as well. To confirm the effects of all these factors, a shelf life experiment was conducted in lab. Both samples, ours and commercial one were tested. Experiment could not be completed in this unit (IV) itself due short period of time. Therefore, we the experiment was continued in unit V as well.

As mentioned above, shelf life experiment could not be accomplished in unit IV. Therefore, was continued in unit V. Experiment lasted for 18 days and analysed the results of sensory test in R statistical software. Apparently, it was found that results of pH measurements and sensory test (smell) go in same direction which shows that shelf life of our product is 22 days.

After getting all specifications, storage and process conditions of 'Kiwyo' product, we proceeded towards marketing. Initially, competitors' analysis was done where a survey over all existing yogurt drinks in market by using 4P's (Price, Place, Product, Promotion) criteria was done. This competitor's analysis aided to find out Strength, weakness, opportunity and threats (SWOT) for our product. Furthermore, the marketing objective was set of selling 5000,000 units of 250ml within first 4 months. Target market and timing strategy was also set. A brief study over the sell and share of existing yogurt drink brands such as Danone, Muller, Yakult etc was conducted and found that Muller is highest shareholder in market whereas Danone is highest seller. Eventually, the marketing strategy for our product was prepared using marketing mixes. Marketing strategy of our product is as follows:

- Product- Soy yogurt drink with kiwi flavour
- Price- £ 1/ 250mL
- Place- all retailer super markets
- Promotion- advertising, discount offers, free samples

The next task was to propose product launch strategy and conduct product test launch. The product launch was done through poster presentation. 'Kiwyo' product was presented with logo of "Be real Be natural". Introduction, marketing plan and advertising was mainly focussed. Health benefits of 'Kiwyo' such as good source of vitamins, proteins, low fat etc. were tried to put forward. A test launch survey was carried by giving our sample to test and fill questionnaire to determine customers' reaction about all aspects of our product. They were asked about taste, price and packaging. Moreover, their suggestions were asked as well. This product test launch survey showed that 27 consumers out of 40 were satisfied with all aspects of 'Kiwyo'. Most of the consumers found the unique kiwi flavour very attractive. In product launch strategy, time of launch was proposed, methods of advertising, place, discount offers, branding and packaging etc. In this way, with full preparation 'Kiwyo' product is now ready to compete with existing brands.

1. Unfinished tasks from Unit IV

In Unit IV, the shelf-life experiment was designed taking into account the intrinsic and extrinsic factors which affect the shelf-life. The experiment lasted for 18 days. The two products – ‘Soy yogurt drink with kiwi flavour’ and the commercial product (‘Actimel’ multifruit drinking yogurt containing: pineapple, peach, orange, strawberry juice) were tested for pH in combination with some sensory evaluation- odour. The sensory evaluation comprises a key factor on the determination of shelf-life. That’s because even a fresh product like the yogurt drink, is microbiologically safe for drink, it could be rejected due to alterations in its sensory properties (Hough 2003). Measurements of pH and sensory evaluation were taken place every 2 days, starting from the zero (0) day, excluding weekends. These days were chosen after a preliminary experiment which showed that the pH change occurred quickly the first two days and then slowed down. The two products were kept under the same conditions, i.e in sterilised glass bottles, covered with aluminium foil (protection from light) at 4°C. One sample (i.e one bottle) of each product was used in each tested day for both sensory evaluation and pH measurement. Fourteen subjects (Food Science Master students from Leeds University) were participated. They were presented with the two samples (0, 2, 4, 7, 9, 11, 14, 16, 18 days) and after smelling them, they should answer the question: “Would you normally consume this product” Yes or No (questionnaire - **Figure 1, Appendix**). It was explained to the subjects that this mean if they bought this product to drink it or if it was served to them, whether they should consume it or not. The sensory test was conducted at the sensory panel room with individual booths.

pH results

The pH measurements for the both samples were taken by the pH meter (Mettler Toledo) where three measurements were taken for each sample. The average pH measurements for each storage day are presented on **Table 1**.

Table 1. pH measurements during shelf-life experiment for ‘Soy yogurt drink with kiwi flavour’ and commercial product.

	pH measurements								
	Storage time (days)								
Sample	0	2	4	7	9	11	14	16	18
A	4.15	4.22	4.20	4.19	4.20	4.20	4.23	4.17	4.16
B	4.01	4.05	4.00	3.98	3.99	4.00	4.04	3.98	3.95

A = ‘Soy yogurt drink with kiwi flavour’

B = ‘Actimel’ multifruit drinking yogurt (commercial product)

As it can be seen, the measured pH for ‘Soy yogurt drink with kiwi flavour’ during the whole experiment was 0.19 units (in average) higher than the commercial product. This could occurred due to numerous reasons. Firstly, the levels of acidity regulators and stabilisers in both products might vary. This is because the yogurt used in the production of ‘Soy yogurt drink with kiwi flavour’ is taken directly from the market and do not produce in the lab in order to have the ability to know its levels of stabilisers and acidity regulators. In addition, the conditions of processing between the two products are different and hence, products’ acidity could be affected. Moreover, deaeration of ‘Soy yogurt drink with kiwi flavour’ might not occur properly compared to the commercial product. Finally, the packaging of the two products was not the same since the commercial product was packaged in PET bottles and ‘Soy yogurt drink with kiwi flavour’ was not packaged but, once it was produced, it was transferred into the glass bottles. The commercial product was also transferred into the glass bottles for the experiment purpose but, since it was first packaged into PET bottles and then transferred, this could affect its pH profile.

In addition, as it can be seen from the graph on **Figure 2, Appendix**, the pH profile of the two products seems the same. What it can be seen is that, both of the products appear two peaks points. According to Akpan 2007, the first peak could be considered as normal while the second one shows the end of shelf-life. Therefore, the end of shelf-life for the ‘Soy yogurt drink with kiwi flavour’ is consider to be between the 11th and the 14th day while for the commercial one should be between 9th and 11th day.

Sensory test results

As has been mentioned above, fourteen subjects evaluated the two samples in terms of smell and accepted or rejected them accordingly. Their responses are presented on **Table 1** and **Table 2** at **Appendix**. Survival analysis concepts were used for analysing the results where the outcome variable of interest is time. The survival function determines the probability of consumers accepting a product under a certain storage time (Hough et al., 2003).

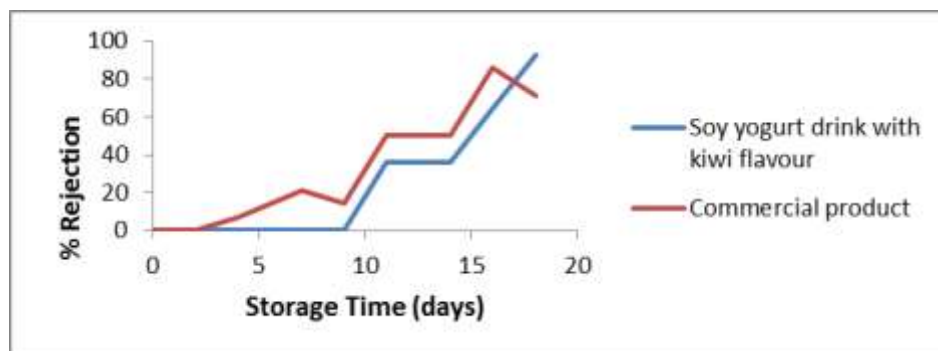
Six of the subjects declared that they would not consume the 'Soy yogurt drink with kiwi flavour' after a certain period (day 16) while 4 subjects rejected the product from day 11. Only one subject accepted the product during the whole storage period. On the other hand, 6 subjects were rejected the commercial product from day 11 and 7 subjects rejected it from day 16. One subject rejected the commercial product from day 7 up to day 16 and then, rejected the product on day 18. Finally, only two subjects accepted all the samples of commercial product.

In the determination of the sensory shelf-life of 'Soy yogurt drink with kiwi flavour', the key is the probability of the consumers accepting the product after a certain storage time. In **Table 2** are presented the percent rejection values (first column) which are 10%, 25% and 50% while in the second column, are presented the estimated storage days corresponding to each percent rejection. The standard errors of estimations (3rd column) are shown as well. On **Figure 1** the probability of consumer rejecting the two products compared to storage time is illustrated.

Table 2. Model's parameters for 'Soy yogurt drink with kiwi flavour' and commercial product

Rejection probability	'Soy yogurt drink with kiwi flavour'		Commercial product	
	Estimate	Serror	Estimate	Serror
10%	9.920885	1.2870895	5.918642	1.819460
25%	12.065383	1.0805209	9.262546	1.877011
50%	14.320174	0.8950228	13.709370	1.989765

Figure 1. Rejection probability of the two products compared to storage time.



Considering the percent rejection, a probability in the range of 25% to 50% is in compliance with the international sensory analysis standards. The 25% rejection probability corresponds to the probability that the consumers will reject the product. The same applies to the 10% and 50% rejection probability. Therefore, considering the 25% and 50% rejection probability, the estimated shelf-life of the 'Soy yogurt drink with kiwi flavour' should be about 13 days which is the average days between 25% (12.065383 days) and 50% (14.320174) rejection probability. In addition, considering the commercial product, 13 days is also the estimated shelf-life for the 50% rejection probability. The commercial product, according to the labelling should have a shelf-life of 20 days'. Nevertheless, the results showed that the shelf-life of the commercial product should be about 11 days (average between 25% and 50% rejection probability). Therefore, the shelf-life of the commercial product in the glass bottle is 9 days less than the PET bottles (20 days). So, according to that, the shelf-life of 'Soy yogurt drink with kiwi flavour' in the PET bottles should be 9 days more as well, which means 22 days (13 days + 9 days).

Taking into account the results from pH measurements and sensory test, both of them indicated the same direction for the determination of 'Soy yogurt drink with kiwi flavour' shelf-life which corresponds to 22 days.

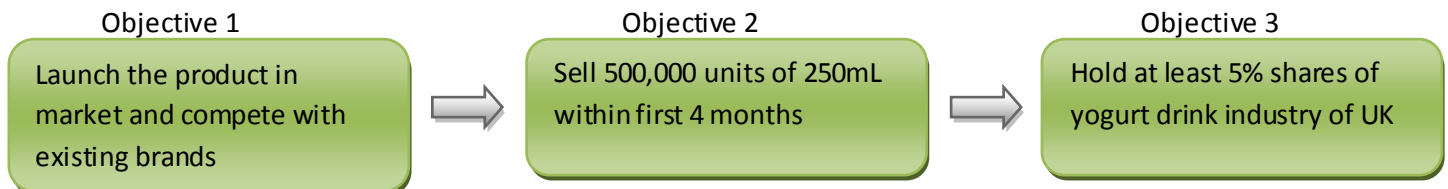
2. Final marketing plan with the marketing strategy

Marketing process helps in planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy goals of consumer and organisation (Simkin 1994).

Marketing objective or mission statement of Kiwyo

Marketing objective of Kiwyo is set up by using SMART (Specific, measureable, agreed, realistic and time bound) criteria. Strengths, weakness of the product and environmental conditions were also taken into consideration.

The mission statement of Kiwyo (Soy yogurt drink with kiwi flavour) is as follows:



Product and market background

Yogurt and yogurt product buying people are attracted to it because of its healthy positioning and is in enviable position of being seen as of both dessert and snack. Yogurt and yogurt drink market has reached to £1.2 bn by 2011 out of which £6.7 itself is only from yogurt drink . Yoghurt drinks tap into all three of the most important consumer trends: health, convenience and sensory. Since yoghurt drinks are sold in portable single-serve packs, they are particularly conducive to on-the-go consumption and offer an easy way to aid digestion. It is yogurt drink that has really taken off in last 10years. It is seen as healthy snack option. They now account for a quarter of the total market, with functional yoghurt drinks extending their reach beyond traditional yoghurt consumers and being taken in a similar way to vitamins as a morning health boost.⁴ Soy yogurt accounts 5% of total yogurt industry by 'Alpro' brand with addition of different fruits. There has been increase of 21% growth in sale of yogurt rproducts in last 5 between year of 2006-2011. Moreover, sector of yogurt industry has grown by 432% since 2001. Mintel consumer research found that more than two in three adults who eat yogurt and its products have reported buying it as an alternative to indulgent foods like chocolate and cakes. Danone and Muller are the leading brands in sale of yogurt products. 4 Market survey shows that there is no any soy yogurt drink in market. Yogurt drink market is full of drink made from cow's yogurt only. Various fruit flavour such as strawberry, blueberry, peach etc are added to it. There is kiwi fruit yogurt available in market but not the yogurt drink. Soy products are mainly dominated by soy milk and soy yogurt. Kiwyo mainly combines cow's yogurt and soy yogurt giving benefits from both with delicious flavour of kiwi. Many European and UK people don't prefer soy products because of its unpleasant beany flavour. Kiwyo is best for those people as cow's yogurt and kiwi suppresses soy flavour and increases appeal of soy based drink. In conclusion, it could be say that kiwyo is unique yogurt drink with soy yogurt dominating and flavour of kiwi. Kiwyo is dedicated to fulfil requirements of customer by giving them healthy, nutritious drink which is refreshing, thirst quenching and good source of proteins, vitamins, caldium etc.

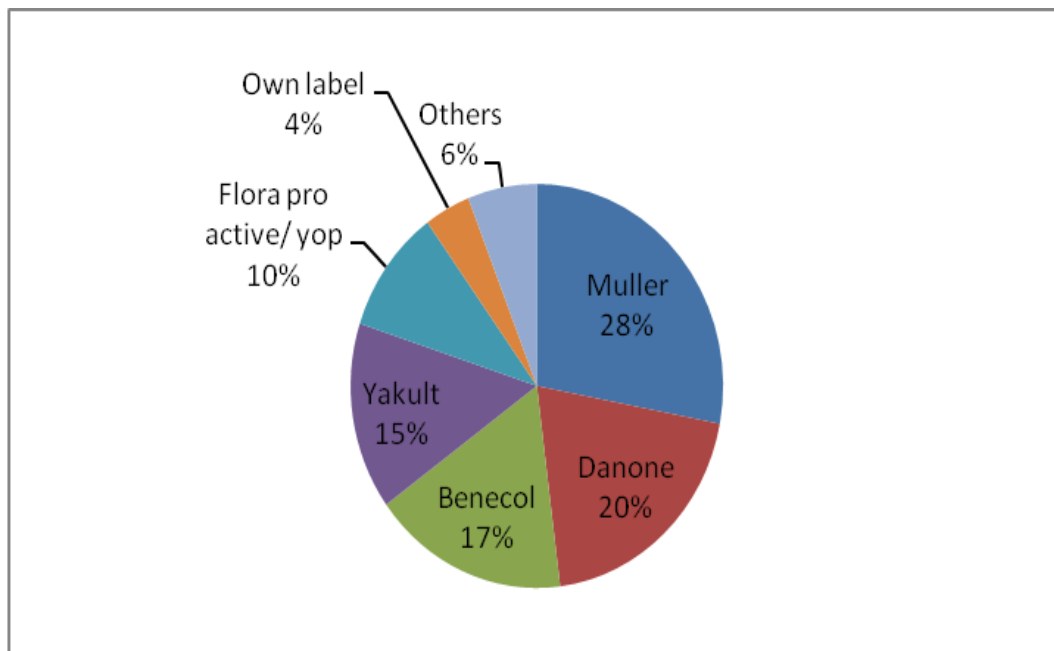
Competitors' analysis

Competitors' analysis helps to understand our opportunities in market. Mainly, 4P's (Price, promotion, place, product) of other brands was mainly analysed which would tend to aid in setting marketing strategy of Kiwyo. There are various brands and name of their product that control the supply of yogurt drink in UK and with which Kiwyo will have to compete are as follows:

Brand	Muller	Danone	McNeil	Yakult	Yoplait	Flora
	↓	↓	↓	↓	↓	↓
Yogurt drink	Vitality	Activia Danacol	Benecol	Yakult	Yop	Flora pro

Various supermarkets such as Sainsbury, Asda, Morrisons, Tesco also have their own yogurt drinks. All these brands have their shares in market which can be seen clearly from following pie diagram (**Figure 2**).

Figure 2. Marketing shares of the leading brands



Analysis of leading brands

Danone-

- Among world's top 5 brand with annual growth of 6.7%
- Leading company in yogurt, water and cereal snacks
- Employees 92,209 people in 120 countries with turnover of € 13,555 million
- 'Actimel ' yogurt drink available in 13 flavours (Strawberry, multifruit, orange, raspberry etc) out of which 9 are low fat and 4 are fat free, contains 30 calories per bottle and highest seller yogurt drink
- Actimel was first launched in UK but now available in 20 European countries, United States, Middle East etc.
- Actimel works for less packaging, less energy and less transport , put efforts to be eco-friendly, available in all retailer supermarkets such as morrisons, Sainsbury
- Price- 8x100g= £ 2.58, 12x100g=£ 3.85 (any flavour)
- Promotion- attracts consumer by spending millions on advertising through TV, internet
- Promotes by giving different offers such as ' Backpack everyday', offers vary month to month, discounts are given with the help of super markets, current offer is pack of 8= 2 for £4 or pack of 12= 2 for £6

Muller-

- ❑ Leading German company which exports its products across Europe⁵
- ❑ Highest share holder in yogurt drink market although facing increasing competition from Danone⁵
- ❑ Contains 5400 employees with sale of £43.9 million in 2010⁵
- ❑ Production facility have been supplemented with £12 million investment in new machinery
- ❑ Vitality is probiotic yogurt drink with high content of fibre, available in 4 flavours (strawberry, peach, raspberry, vanilla), low fat giving 69 calories per bottle
- ❑ Place- all major retailer supermarket
- ❑ Price- 6x100g= £1.99 in Sainsbury, 6x100g=£1.50 in Asda, 6x100g=95p in Morrisons
- ❑ Promotion policies or offers vary with supermarket and changes week to week, attracts consumer by giving 50% extra, current offer – buy 2 packs of 6x100g for £3 in Sainsbury, Asda gives rollback with 1 pack of 6x100g, 2 packs at £1.98 in Morrisons
- ❑ Advertising is another way of promotion

McNeil-

- ❑ McNeils nutritionals, a Johnson and Johnson company is global marketer of nutritional products
- ❑ Benecol yogurt drink contains plant stanols which helps to reduce LDL which is bad cholesterol, 2g of stanol per day reduces cholesterol by 7-10%
- ❑ Benecol holds 70% shares in cholesterol reducing products and sold products of £38 million in 2010
- ❑ Available in strawberry, peach and apricot, pineapple flavour with 36 calories/bottle
- ❑ Benecol dairy free drink is launched which contains soy milk and tropical fruit or strawberry or berries
- ❑ Place- Major retailer supermarkets
- ❑ Price- 6x67.5g= £3.78 in Asda and Sainsbury, 4x125g=£1.80 in Morrisons
- ❑ Promotion- vary with supermarket and changes time to time, current offers Asda=2 for £6, Sainsbury= Save £1 when buy 2

Yakult-

- ❑ Yakult is Japanese company with 80,000 employees, many scientists work in research centre
- ❑ Yakult is fermented skim milk drink with 6.5 billion bacteria per bottle which aid in existing beneficial intestinal bacteria, available in two forms original and light, light contains less sugar, each bottle of light contains 42 calories and 77 in original, available with pack of 7 bottles
- ❑ Launched in UK in 1996, now available in 8 countries across Europe
- ❑ Place- available in all major retailer supermarket, can be even delivered right to doorstep
- ❑ Price- 7x65ml= £2.43
- ❑ Promotion- Vary with super market and time, current offer- Asda gives voucher which gives pack of 7 bottle at £2.17

Marketing environment

Marketing environment consists of external forces that directly or indirectly influence organisations acquisition of inputs and generation of outputs. Whether they fluctuate rapidly or slowly, environmental forces are always dynamic. Changes in the marketing environment create uncertainty, threats and opportunities for marketers. Political, economical, legal, regulatory, societal and technological forces effect on marketing environment (Simkin 1994).

Marketing strategy

Specifically marketing strategy encompasses selecting and analysing target market which will be explained in detail in product launch and marketing mix that will satisfy those people in target market.

Marketing mixes

Components of marketing mixes are Price, product, promotion and place. A primary goal for our product will be to create and maintain marketing mix that satisfies consumers' needs. Marketing mixes are built around consumer only.

Table 3 explains the marketing strategy for our product in terms of marketing mixes.

Table 3. Marketing mixes with 4P's for 'Soy yogurt drink with kiwi flavour'

Marketing mix	
Product	Healthy soy yogurt drink with kiwi flavour, best option for snacks and breakfast, packed in 250 ml bottle, thirst quenching, refreshing
Price	Price is as same as existing leading brands except own label, £1/250ml, Launch price=80p/250ml. Our product is healthy, nutritious with different flavour of kiwi
Place	Available in all retailer supermarkets and small express shops of UK
Promotion	<ul style="list-style-type: none"> -Create awareness among people about our new products, its uniqueness and healthy benefits. Strong promotion would desire them to buy product -Promotions will be done each after 2 weeks -Advertisement through news paper, radio, tv and handouts will be done for first 3 months from launch date -Discount offers such as buy one get one, save £1 when buy 2 packs will be given for first one month. Offers will be changed each after month -Free samples will be to people on roads, exhibitions, colleges, universities, outside supermarket for first 15 days -Advertisement through internet on different websites such as yahoo, facebook and our wikispaces website will be given through handouts for more information or online purchase. This will be done for whole year

SWOT analysis

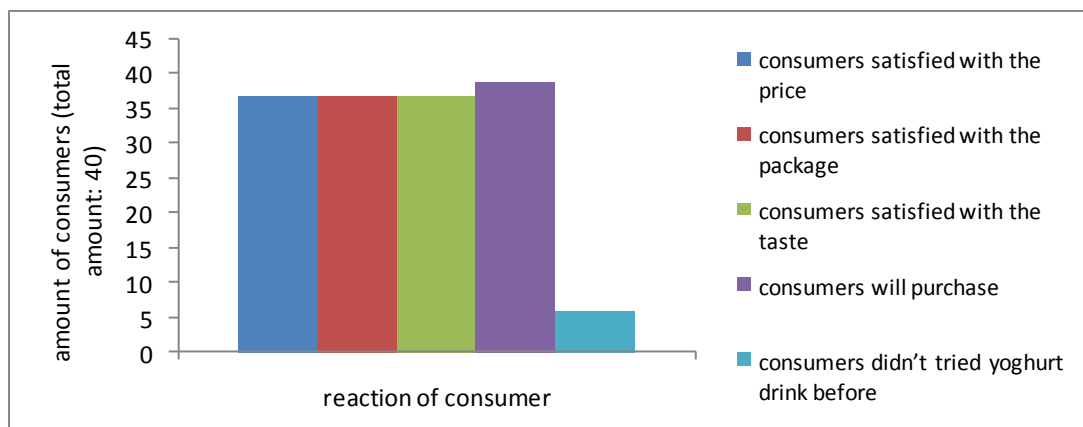
SWOT is strategic planning used to evaluate strengths, weakness, threats and opportunities

<u>Strengths</u> <ul style="list-style-type: none"> <input type="checkbox"/> Unique <input type="checkbox"/> No other soy yogurt drink in market <input type="checkbox"/> Price is not high <input type="checkbox"/> Healthy and nutritious <input type="checkbox"/> No kiwi flavour in yogurt drink <input type="checkbox"/> Eight people among ten consume yogurt drink as healthy product <input type="checkbox"/> Good for people having lactose intolerance and allergic to milk 	<u>Weakness</u> <ul style="list-style-type: none"> <input type="checkbox"/> New in market <input type="checkbox"/> Some people are allergic to soy and kiwi <input type="checkbox"/> Price is higher than own label yogurt drink <input type="checkbox"/> Lack of shares and supermarket <input type="checkbox"/> High capital cost <input type="checkbox"/> Could be lack of professionalism due to new brand
<u>Opportunities</u> <ul style="list-style-type: none"> <input type="checkbox"/> Health conscious society would tend to consume as Kiwyo is low fat and gives benefits from soy <input type="checkbox"/> Many companies are cutting their spending so have chance to set up new brand <input type="checkbox"/> Maintenance of quality of the product and good promotion will turn up the people to buy it <input type="checkbox"/> Affordable for all classes of society <input type="checkbox"/> Yogurt drink market has always been up rising in last 10 years 	<u>Threats</u> <ul style="list-style-type: none"> <input type="checkbox"/> Recession in market <input type="checkbox"/> Bad economic condition across globe <input type="checkbox"/> Food inflation <input type="checkbox"/> Unemployment among consumer <input type="checkbox"/> Need to spend more on promotion <input type="checkbox"/> Need to have more experienced system on resource management due to increasing prices of fuel and labour <input type="checkbox"/> Existence of well known and renowned brands in market <input type="checkbox"/> Loyalty of consumer to existing brands which they buy

Product Test Launch Survey

During the product launch, all the consumers were invited to fill in a questionnaire base on the marketing strategy and product acceptability (**Figure 3, Appendix**). The age, gender and occupation were asked in the questionnaire in order to get an indication to see whether the product is accepted by people of all ages and status (except from people who are allergic in kiwi, soya and milk). The analysis of the UK yogurt drink market showed that there is no soy yogurt drink and no yogurt drink with kiwi flavour. On the other hand, packaging, price and distribution place are very important for the new product marketing. Therefore, in the questionnaire were included the consumers' opinion on the price of the new product, the package of the new product, the product itself with taste and overall acceptability.

Figure 3. Consumers reaction of the 'Soy yogurt drink with kiwi flavour' at the product launch.



At the end of the new product launch, 40 questionnaires were collected indicating that 27 of the consumers were satisfied with all aspects of the 'Soy yogurt drink with kiwi flavour'. Consumers' responses illustrated on **Figure 3**. Most of the consumers declared that they like the new soy yogurt drink, and the unique kiwi flavour is very attractive to them. Only one person said that he is not sure whether he would purchase the product in the supermarket to substitute it with what he already consumes, but he would like to consider it as a drink instead of as a meal. Consequently, to increase the market share of the new product, some attractive sale promotions can be tried for those consumers who have beverage brand loyalty on other brand. The main advantage within them should be based on the unique of the new product (soy, kiwi flavour).

As for the taste, 1 of the 40 consumers reported that he prefers a little bit sweeter product. On the other hand, 3 of them consider it is a little bit too sweet, and they prefer less sweet, but the sweetness of the product can be accepted. According to previous tests, the storage temperature can influence the sweetness of the product, so the product should be storage at refrigerate condition that should be present on the labelling. Compare with optimisation and commercial sensory test, the results of the questionnaire are much better, and all the consumers are satisfied with milk flavour, kiwi flavour and thickness. Some consumers really preferred the new yogurt drink product than the commercial products they tried before.

Meanwhile, 6 of the consumers did not try other yogurt drink of the market before, so the yogurt drink is a totally new product for them. That means about 15% of the consumers do not normally purchase the yogurt drink. Therefore, the competitors for the 'Soy yogurt drink with kiwi flavour' are not only the yogurt drink of other brands, but also the yogurt and other beverages in the market.

In order to increase the marketing rate, the launch time and distribution place are very important. Since consumers consider it as a drink instead of as snack or breakfast, and because of refrigerated conditions of storage, the best launch time should be in summer to make people feel cool and refresh with various nutrients. Meanwhile, the best distribution place should be in retailer supermarket and small express stores for convenient.

Three of the 40 consumers were not satisfied with the package of 2 bottles (250ml each) since they declared that they preferred the single bottle. Another person prefers 4 bottles in a package but he can accept 2 bottles in a single package. In addition, 3 consumers considered the price of the product a little bit expensive, and within those 3 persons, 1 of them said that if £1 is the cost for 1 bottle, she would prefer a single bottle package, or 2 bottles in a package with some discount.

The reaction of the labelling was very positive while the majority of the consumers were attracted by the labelling of the new product. What is more, the nutritional information and benefits which are shown in coats are helpful to sale the new product. Compared with the yogurt drink products in UK market which are priced £0.25-0.93/100ml, the price of the soy yogurt drink £1/ bottle (250mL) (equal to £0.4/100ml) can be considered quite cheap.

Taking into consideration the consumers' reaction of the questionnaires and the unique point of the new product (low fat, kiwi flavour, nutrients and no artificial additives), the 'Kiwyo' will be very competitive. Furthermore, combining the results taken from a previous survey in Unit II for the packaging, the 250ml bottles are preferred.

3. Product launch strategy plan and conduct a product test launch

The product launch strategy plan aims to promote the popularity of new products throughout the propaganda of advertisements around cities or on TV and sales promotion in markets. Meanwhile, it can develop the customers understanding and acceptance of the brand, characters, functions and price of our new products. Furthermore, the target of building up its honour and quality can be reached by the following public activities.

Product

Nowadays, people are inclined to yogurt drink as healthy product. Eight people among 10 see yogurt drink as best nutritious product. Yogurt drink market has always been booming. Kiwyo is soy yogurt drink which combines cow's

yogurt and soy yogurt with kiwi flavor. It is 100% natural product without any artificial flavor and color. It is high in quality, good source of vitamins, proteins and calcium. Kiwyo is devoted to providing customers with the best experience in self serve drink. It will be available in PET bottle of 250ml. Kiwyo contains only 1.29% fat. Our product will go through 4 stages:

Introduction- Products first appearance in market place, when sales are zero and profits are negative

Growth-Sales rise rapidly and profits reach a peak and start to decline

Maturity-Sales curve peak and starts to decline and profits continue to decline. This stage is characterized by severe competition. During this phase we will to make fresh promotional and distribution efforts.

Decline-Sales fall rapidly

Target market

Our target will be whole population. Older people and young generation between ages of 18-35 would tend to consume more. Those who are not allergic to soy can consume it. Some people are allergic to kiwi as well but it will not be mentioned on label according to legislation. So those who are allergic to kiwi they will not be able to consume this. Pregnant woman and children can consume after consultation to GP. Lactose intolerant people can enjoy this drink.

Product launch will be carried in different ways which is as follows:

Launch in the cities

Build the selling terminal in the big cities in order to contact the consumers directly and deal with the problems after selling. At the beginning we will focus on the big cities such as London, Manchester and Nottingham. We will give the retailers such as Morrisons, Sainsbury, Tesco, Asda etc more profit to break in the local market. When the sale line is completed, we will give primary retailer a right to sell our products to the small retailer. Besides, price of products will vary from city to city as the consumption levels are different. After that we will build a sale net with the big cities as the distribution center and extend them to the other cities. Fastest way of selling will be through retailer as its easy way to reach consumer so it would be important us to get access to retailer. Furthermore, we will do promotion over there.

Internet launch

We will use the internet as the launch advertisement to introduce our product to people. We will build our official site and major web pages on major communication sites. We will ask consumer to follow our facebook or register with our site, then we can send the customer some small bottles to have a try.

Launch with the other famous brands

We will put our products near the famous brands such as Alpro, Muller to give the consumer image as same as with these brands. At the same time, we will put the our product together with other relative products, such as ice cream, milk to encourage the consumers' buying interest when they buy the other dairy products. We will try to raise our brands name more famous in the relevant areas such as sports, health and nutrition life style for children and the elder. We will also sell our products outside of the stadium of the premier league. This is a very good way to make more people to know our products.

Timing strategy

The best launch time for our product launch is summer as the weather is hot and our drink would be best refreshing and thirst quenching. So the best time for the launching would be July 2012. During this period, cold products will be free served and taste in city centre, and a survey can be done as well. At the same time, new product would be sold in supermarkets. The details of the time strategy are illustrated on **Table 4**. Another launch would be done in September, the best time due to opening of schools and universities. Free samples would be given in the universities,

schools to get steady sale condition. Then price will be increased back to £1. The multi offer like buy 3 packs for the price of 2 will be conducted in October and November. During Christmas special offer will be given such as for half price between periods of 15th to 31st December. Small shops will get the access after first 3 months.

Table 4. Time Strategy for product launch

Time	July-August	September	October-November	December
Location	City center in different cities	Near schools and Universities	Supermarket	Christmas sale in markets
Strategies	Free samples send and survey collecting. New product sell in supermarkets 2 for £ 1.80.	Free samples send. Price of product rise to £ 1.	Multi pack offers: Buy 3 for the price 2	Half price

Price

The normal price of our product is £1/ bottle of 250ml and the launch price will be 80p /bottle .After 1 month special offer price ,we will adjust it back to the original price. Our price is same as leading brands in market such as Danone, Muller etc but higher than own label yogurt drinks. So people will enjoy same quality product at same price. They don't need to compensate anywhere. Moreover, they will get different drink with different flavor which they have not tried before. Once they start liking our product, they will surely buy when they visit super market next time. We will be giving incentive cards, coupons and loyalty cards to have influence of our product on their mind.

Brand building and packaging

The brand of 'Kiwyo' includes the meaning of: kiwi, soy and yogurt. It is the combination of these three words for best description and representation of our product and easy to remember and read. Our logo will be with picture of soybean. There will "Be real Be natural" always written below picture. Brand, logo will identify our product from rest market products. The logo and name of our product will be registered. The batch will be given to every employee and employees will be instructed to wear the same suits with logos and brands. Product will be packed in as what we have discussed in unit IV. There will be proper label according to legislation on bottle with brand name, logo and proper nutritional content.

Documentation

Volumes of launch on the shelf will be recorded and calculate the volume needed. After the 6 months period then analysis of our sales will be done and next launch plan will be organized according to that. Records of retailers, transport, small shops will be kept properly. Expenditure on advertising or promotion will be under manager. Data from market will be collected, analyzed and interpreted and then final report will be made. After analyzing reports, problems will be resolved and next strategy will be organized. We will ask consumer for their views, feedbacks about our product for improvement or success of our product. We will assign employees to check distribution of our product in order to avoid any kind of shortage or to reach our product each and every corner.

In this way, going through different phases of product development such as processing, sensory analysis, marketing and product launch, we GROUP B are ready to launch our KIWYO in market and confront the challenges of marketing world. We will give our best for the success of our product and to rule the minds of consumer by fulfilling their requirements.

References

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4. Marketing. 2006. [online] Available at:
<http://www.marketingmagazine.co.uk/news/592406/Sector-Insight-Yoghurt-yoghurt-drinks---Functional-trend-fuelsboom/>
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Appendix

Figure 1. Shelf-life test questionnaire on sensory evaluation

Soy yogurt drink with kiwi flavour

Shelf life experiment

Assessor name: _____

Instructions
 Smell the samples and write an answer to the following question:
 -----“Would you normally consume this product?”
 Write -----‘YES’ or ‘NO’.

Sample	Day 0	Day 2	Day 4	Day 7	Day 9	Day 11	Day 14	Day 16	Day 18
A									
C									

A= Soy yogurt drink with kiwi flavour -Kiwyo’
 C= ‘Actimel multifruit drinking yogurt’ (commercial product)

Figure 2. pH profile of ‘Soy yogurt drink with kiwi flavour’ and commercial product during the shelf-life experiment

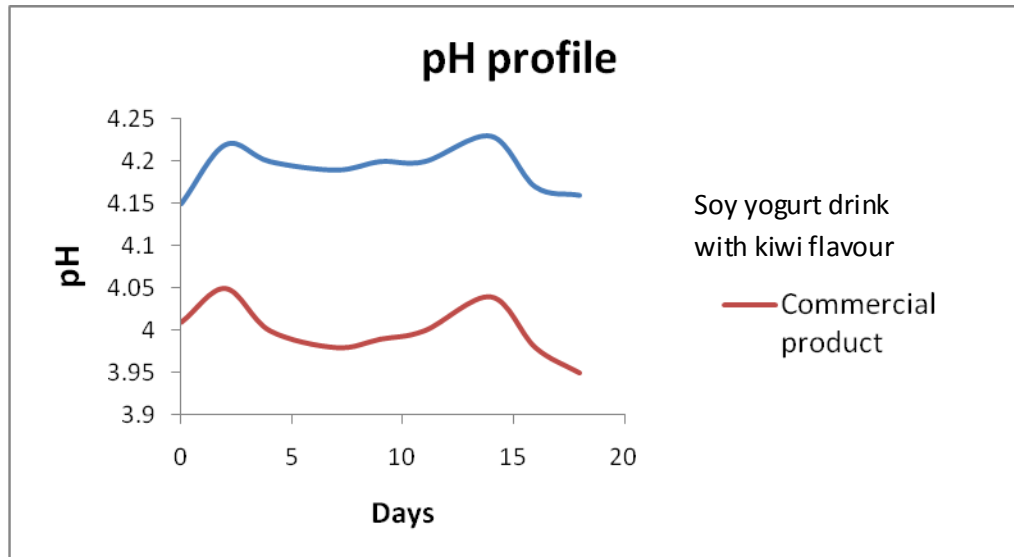


Table 1. Acceptance/ rejection data for 14 subjects who tested 'Soy yogurt drink with kiwi flavour -Kiwyo' samples in different storage times at 4°C.

Subject	Storage time (days)								
	0	2	4	7	9	11	14	16	18
1	yes	yes	yes	yes	yes	yes	yes	no	no
2	yes	yes	yes	yes	yes	yes	yes	yes	yes
3	yes	yes	yes	yes	yes	yes	yes	yes	no
4	yes	yes	yes	yes	yes	no	no	no	no
5	yes	yes	yes	yes	yes	no	no	no	no
6	yes	yes	yes	yes	yes	yes	yes	yes	no
7	yes	yes	yes	yes	yes	yes	yes	no	no
8	yes	yes	yes	yes	yes	yes	yes	no	no
9	yes	yes	yes	yes	yes	yes	yes	no	no
10	yes	yes	yes	yes	yes	yes	yes	yes	no
11	yes	yes	yes	yes	yes	no	no	no	no
12	yes	yes	yes	yes	yes	no	no	no	no
13	yes	yes	yes	yes	yes	no	no	no	no
14	yes	yes	yes	yes	yes	yes	yes	yes	no

Table 2. Acceptance/ rejection data for 14 subjects who tested 'Actimel multifruit drinking yogurt' (commercial product) samples in different storage times at 4°C.

Subject	Storage time (days)								
	0	2	4	7	9	11	14	16	18
1	yes	yes	yes	no	yes	no	no	no	yes
2	yes	yes	no	no	no	no	no	no	no
3	yes	yes	yes	yes	yes	yes	yes	yes	yes
4	yes	yes	yes	no	no	no	no	no	no
5	yes	yes	yes	yes	yes	yes	yes	no	no
6	yes	yes	yes	yes	yes	yes	yes	no	no
7	yes	yes	yes	yes	yes	yes	yes	no	yes
8	yes	yes	yes	yes	yes	yes	yes	no	no
9	yes	yes	yes	yes	yes	yes	yes	yes	yes
10	yes	yes	yes	yes	yes	yes	yes	no	no
11	yes	yes	yes	yes	yes	no	no	no	no
12	yes	yes	yes	yes	yes	no	no	no	no
13	yes	yes	yes	yes	yes	no	no	no	no
14	yes	yes	yes	yes	yes	no	no	no	no

R script for estimation of sensory shelf-life

```
*****
```

```
>sslife <- function(data, tiempos = c(0,2,4,7,11,14,16,18), codiresp =
c("yes","no"),model="weibull",percent=c(10,25,50))
{
  library(survival)
  totalcases <- dim(data)[1]
  casesdata <- cbind(1:totalcases, data)
  casesok <- casesdata[, 1][data[, 2] == codiresp[1]]
  numindok <- length(casesok)
  numtimes <- length(tiempos)
  id <- data[casesok, 1]
  respcod <- data[casesok, 2:dim(data)[2]]
  respnum <- matrix(rep(1, numindok * numtimes), ncol = numtimes)
  respnum[respnum == codiresp[2]] <- 0
  ti <- rep(tiempos[1], numindok)
  ts <- rep(tiempos[numtimes], numindok)
  cens <- rep("interval", numindok)
  censcod <- rep(3, numindok)
  for(i in 1:numindok) {
    if(respnum[i, numtimes] == 1) {
      ti[i] <- tiempos[numtimes]
      ts[i] <- tiempos[numtimes]
      cens[i] <- "right"
      censcod[i] <- 0
    }
    else {
      inf <- 1
      while(respnum[i, inf + 1] == 1) inf <- inf + 1
      sup <- numtimes
      while(respnum[i, sup - 1] == 0) sup <- sup - 1
      if(inf == 1) {
        ti[i] <- tiempos[sup]
        ts[i] <- tiempos[sup]
        cens[i] <- "left"
        censcod[i] <- 2
      }
      else {
        ti[i] <- tiempos[inf]
        ts[i] <- tiempos[sup]
      }
    }
  }
  prop<-percent/100
  pp1<-data.frame(id, ti, ts, cens, censcod)
  pp2<-survreg(Surv(ti,ts,censcod,type="interval")~1,dist=model)
  pp4<-predict(pp2,newdata=data.frame(1),type = "uquantile", p = prop, se.fit = T)
  ci3 <- cbind(pp4$fit,pp4$fit - 1.96 * pp4$se.fit,pp4$fit + 1.96 * pp4$se.fit)
  if (model=="weibull" | model=="lognormal" | model=="loglogistic" | model=="exponential") {
    ci3 <- exp(ci3)
    pp4$se.fit<-pp4$se.fit*ci3[,1]}
  ci2<-cbind(ci3,pp4$se.fit)
```

```

mu <- c(pp2$coefficients,pp2$coefficients - 1.96 * sqrt(pp2$var[1,1]),
pp2$coefficients + 1.96 * sqrt(pp2$var[1,1]))
if (model=="exponential") {
sigma<-c(NA,NA,NA)}
else {
si<-exp(pp2$coef[2])
sigma<-c(si,exp(log(si)-1.96*sqrt(pp2$var[2,2])),exp(log(si)+1.96*
sqrt(pp2$var[2,2])))
}
dimnames(ci2) <- list(percent, c("Estimate","Lower ci", "Upper ci",
"Serror"))
value<-c("estimate","lower","upper")
list(censdata=pp1,musig=data.frame(value,mu,sigma),loglike=-
pp2$loglik[1],slives=ci2)
}
*****

>sslife
*****

##input the data
>library(Rcmdr)
>yog
>resyog <- sslife(yog, tiempos= c(0,2,4,7,9,11,14,16,18),model= "weibull")
>resyog
*****

##survival analysis results of the soy yoghurt drink with kiwi flavour
$censdata
  id ti ts  cens censcod
1  1 14 16 interval    3
2  2 18 18  right     0
3  3 16 18 interval    3
4  4  9 11 interval    3
5  5  9 11 interval    3
6  6 16 18 interval    3
7  7 14 16 interval    3
8  8 14 16 interval    3
9  9 14 16 interval    3
10 10 16 18 interval    3
11 11  9 11 interval    3
12 12  9 11 interval    3
13 13  9 11 interval    3
14 14 16 18 interval    3
$musig
  value  mu  sigma
1 estimate 2.733076 0.1948278
2 lower 2.622478 0.1218932
3 upper 2.843675 0.3114027
$loglike
[1] 25.96663
$slives
  Estimate Lower ci Upper ci  Serror
10 9.920885  7.693385 12.79332 1.2870895
25 12.065383 10.123017 14.38044 1.0805209
50 14.320174 12.669122 16.18639 0.8950228
*****

```

```
>yog2
>resyog2 <- sslife(yog2, tiempos= c(0,2,4,7,9,11,14, 16,18),model= "weibull")
>resyog2
```

```
*****
```

```
##survival analysis results of the commercial product
```

```
$censdata
```

```
id ti ts cens censcod
```

```
1 1 18 18 right 0
2 2 2 4 interval 3
3 3 18 18 right 0
4 4 4 7 interval 3
5 5 14 16 interval 3
6 6 14 16 interval 3
7 7 18 18 right 0
8 8 14 16 interval 3
9 9 18 18 right 0
10 10 14 16 interval 3
11 11 9 11 interval 3
12 12 9 11 interval 3
13 13 9 11 interval 3
14 14 9 11 interval 3
```

```
$musig
```

```
value mu sigma
```

```
1 estimate 2.781500 0.4458797
2 lower 2.503537 0.2549646
3 upper 3.059463 0.7797504
```

```
$loglike
```

```
[1] 28.57929
```

```
$slives
```

```
Estimate Lower ci Upper ci Serror
```

```
10 5.918642 3.240022 10.81176 1.819460
25 9.262546 6.226375 13.77925 1.877011
50 13.709370 10.315081 18.22059 1.989765
```


Figure 3. Product test launch questionnaire



Group B

Soy Yogurt Drink with Kiwi Flavour

Kiwo is a yogurt drink which combines soy yogurt and cow's yogurt with kiwi juice. Today Group B is launching this product and we would like to give samples of **Kiwo** to have opinions from you. We request to co-operate us by filling this questionnaire.

A. General information

Gender Male ☐ Female ☐
Age:
Occupation:

B. Specific questions over the launch product

(1) The price of the product will be £1/250 ml. Are you satisfied with that price?

Yes ☐ No ☐

If No please give your opinion below.

.....

(2) The product will be sell in package of 2 bottles (250mL each). Are you satisfied with this packaging?

Yes ☐ No ☐

If No please give your opinion below.

.....

(3) Have you tried other yogurt drinks? If yes, would you prefer **Kiwo**?

Yes ☐ No ☐

If No please give your opinion below.

.....

(4) Are you satisfied with the taste of **Kiwo**?

Yes ☐ No ☐

If No please give your opinion below.

.....

(5) Would you purchase the product on your next visit at supermarket?

Yes ☐ No ☐

If No please give your opinion below.

.....

(6) Do you have any suggestions for **Kiwo** ?

.....